



Subverse, Inc.

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Subverse, Inc.

PURPOSE

Our mission is to fuel a paradigm shift in civil discourse with fact-based news and analysis, diversity of thought and groundbreaking media and entertainment.

A dark, atmospheric photograph of firefighters in red protective gear battling a fire. In the background, a car is engulfed in flames. The scene is dimly lit, with the primary light source being the fire itself. The firefighters are positioned in the foreground and middle ground, their forms silhouetted against the smoke and light. The overall mood is one of urgency and danger.

PROBLEM

**Hyper-polarization and
rage-bait news are
alienating viewers.**



SOLUTION

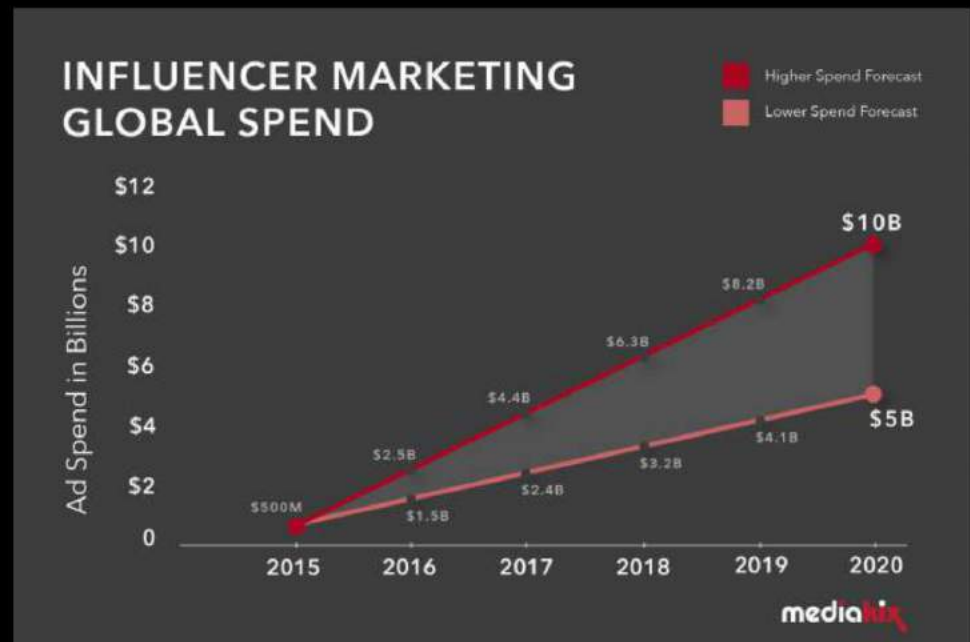
**Community-owned.
Independent.
Decentralized news.**

WHY NOW

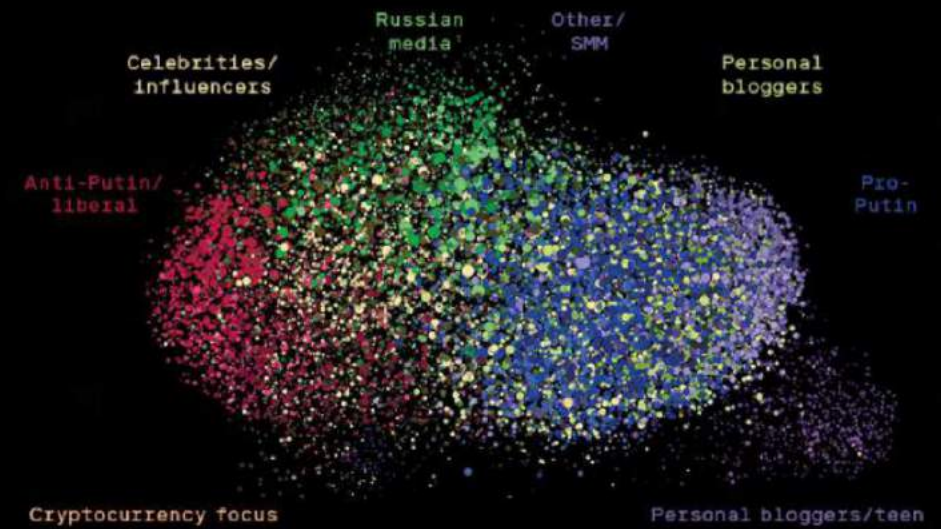
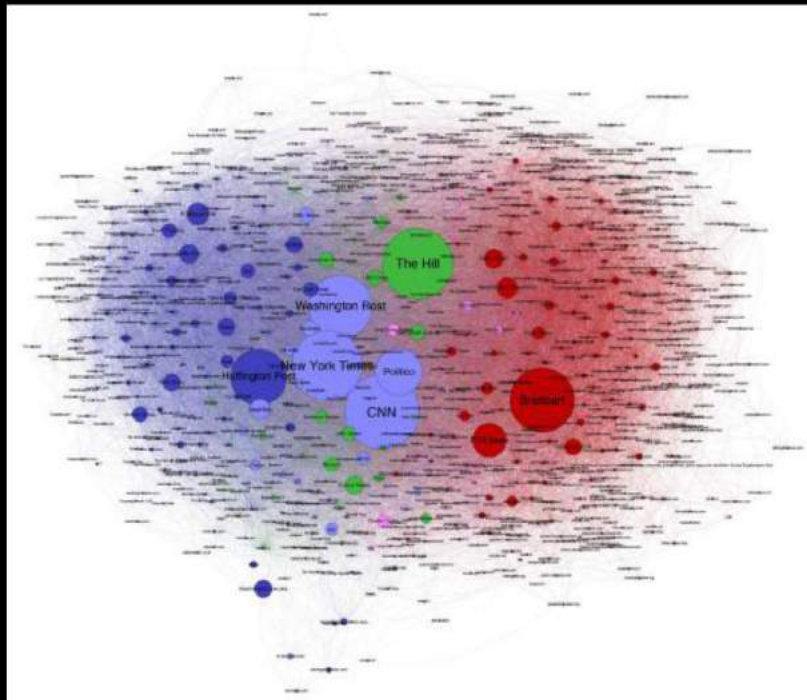
After announcing Subverse expansion on YouTube, the video received 167K views and resulted in 1,000+ pitches.



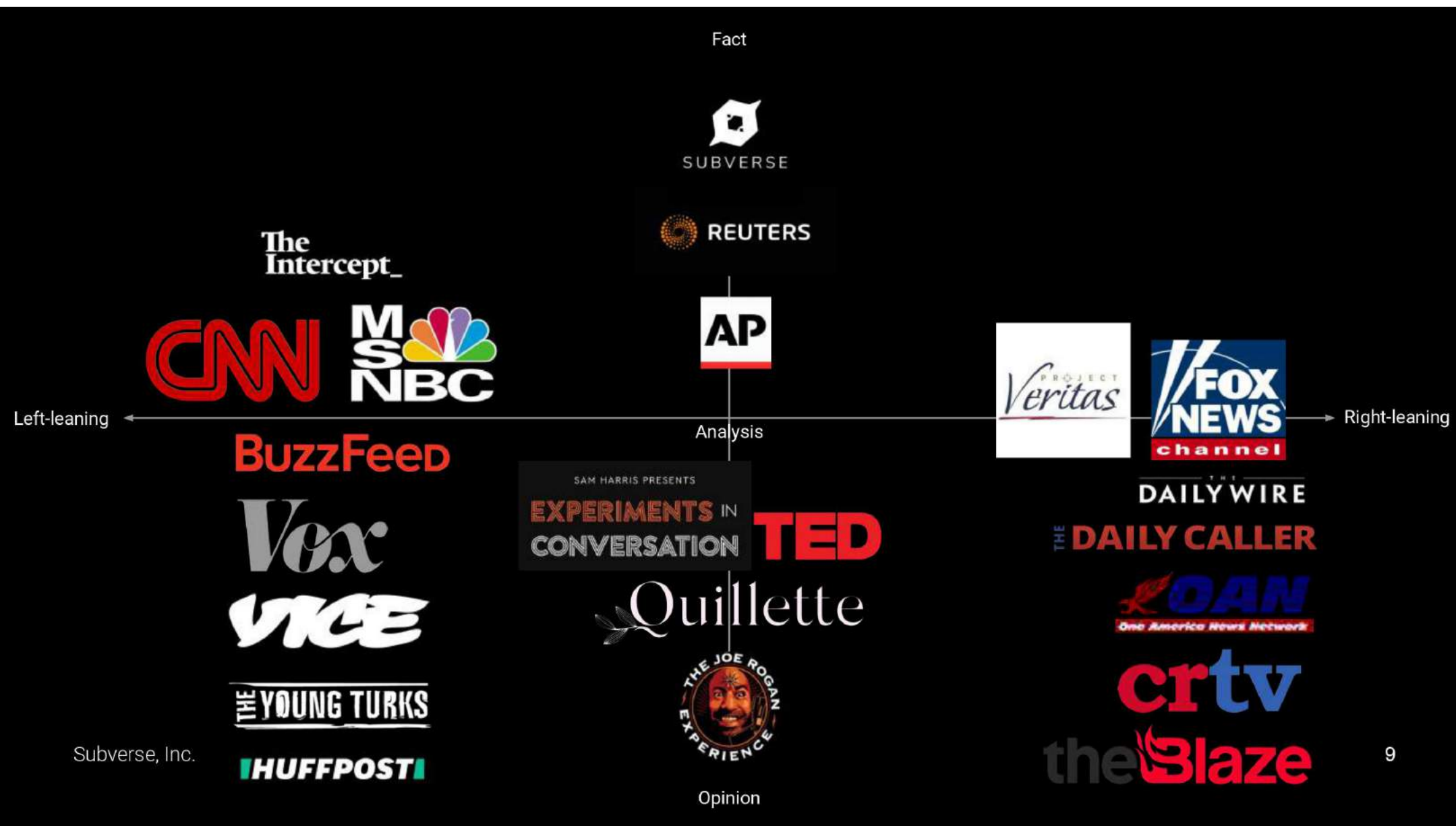
MARKET



MARKET



[Source MIT](#)



GROWTH | TIM POOL MEDIA COVERAGE

BUSINESS
INSIDER

Forbes

VCE



Mashable

GIZMODO

NEW YORK

THE NEW YORKER

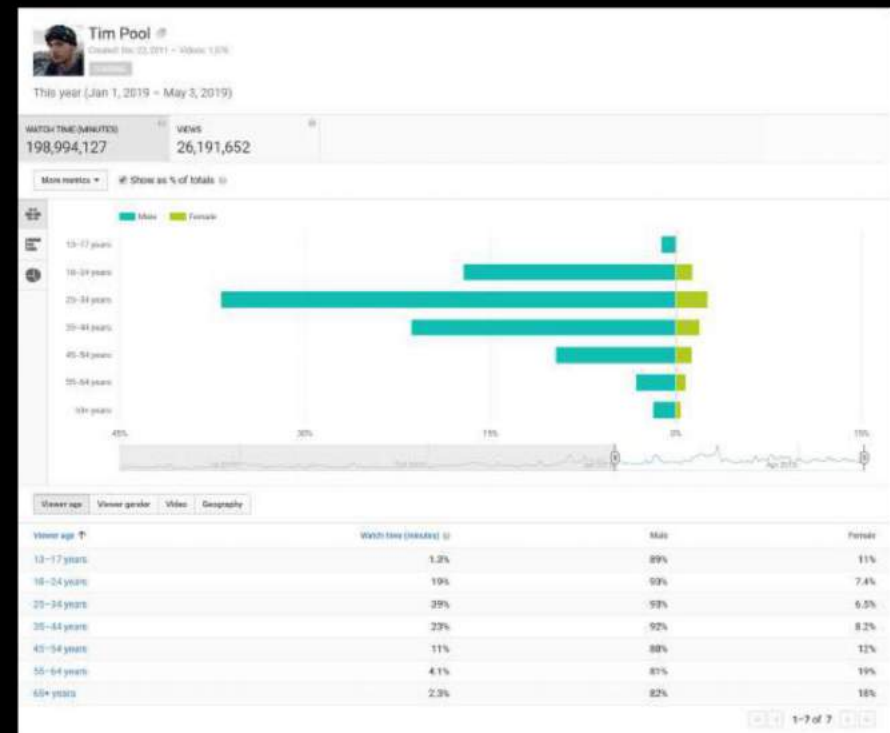
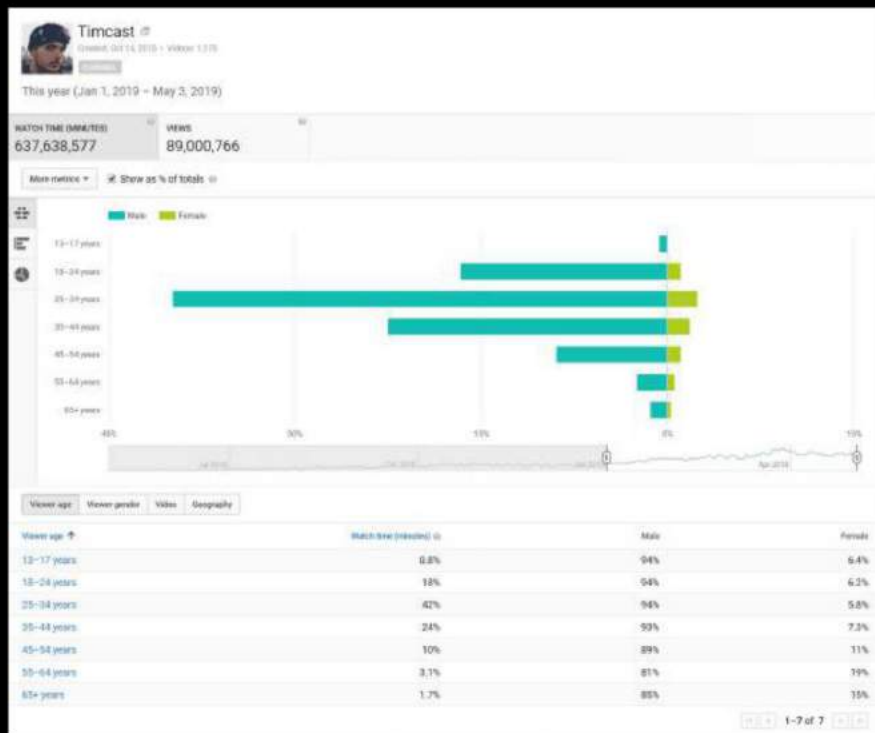
TIME



Quillette

GROWTH

30 million+ views per month



GROWTH



Lifetime (Jul 14, 2015 – May 17, 2019)

Note about data in this report

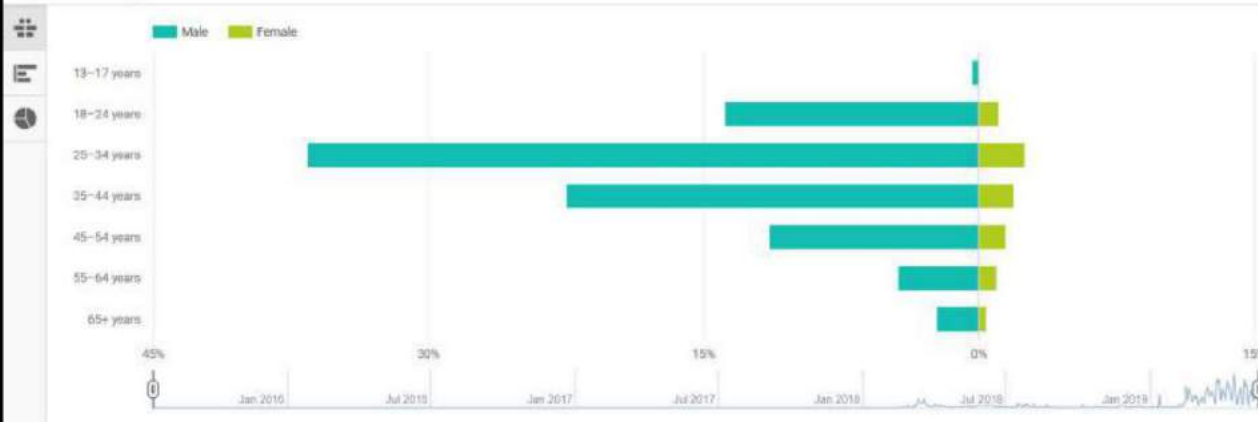
Views and Watch time (minutes): Data is incorrect for some dates (May 9). We're working to fix this.

Views and Watch time (minutes): Data is underreported for some dates (Dec 19).

"Viewer age" and "Viewer gender" experienced an error between October 2, 2018 and October 3, 2018. Data during this time period may not be accurate.

WATCH TIME (MINUTES) 16,039,089* VIEWS 2,406,240*

More metrics ▾ ☒ Show as % of totals



Viewer age Viewer gender Video Geography

Viewer age ↑	Watch time (minutes)*	Male*	Female*
13-17 years	0.5%	98%	1.8%
18-24 years	15%	93%	7.2%
25-34 years	39%	94%	6.5%
35-44 years	24%	92%	7.7%
45-54 years	13%	89%	11%
55-64 years	5.4%	81%	19%
65+ years	2.7%	85%	15%

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Subverse, Inc.

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PRODUCT | SUBVERSE.NET NEWSROOM

Subverse is building an open-source media portal powered by the Minds infrastructure for video, crypto, payments and collaborative social networking.



PRODUCT | EVENTS

The 1,000 seat Broadway Theater in NJ co-produced by Subverse is on track to sell-out after gathering popular influencers across the political spectrum

Subverse, Inc.



Interviewing great minds across the spectrum



Debra Soh
@DrDebraSoh
Sexual Science Researcher



Geoffrey Miller
@PrimalPoly
Evolutionary Psychologist



Diana Fleischman
@sentientist
Evolutionary Psychologist



J Michael Waller
@JMichaelWaller
Propaganda Expert



Andrew Boyle
@J_Andrew_Boyle
National Security and War
Crimes Attorney



Melissa Chen
@MsMelChen
Former Geneticist &
Computational Biologist,
Humanist, Counter-Extremist



Mark J Perry
@Mark_J_Perry
Economist, American
Enterprise Institute



Bret Weinstein
@BretWeinstein
Evolutionary Psychologist

PRODUCT | MEDIA

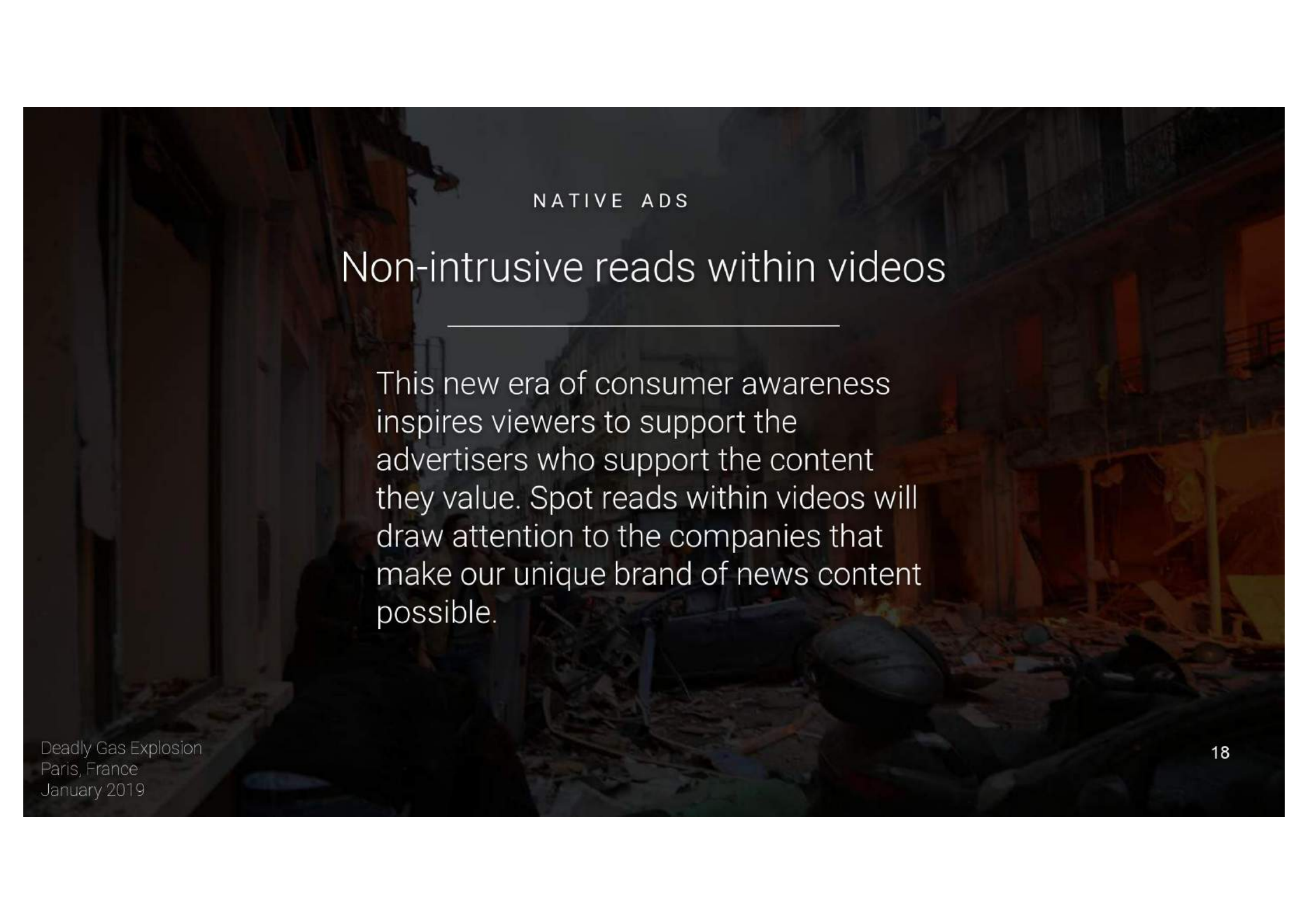
See [Subverse video spreadsheet through 5-29](#)



REVENUE MODEL

Diverse and sustainable streams to protect against censorship

- ◆ 3rd Party Ads
- ◆ Native Ads
- ◆ Subscriptions
- ◆ Licensing
- ◆ Events

The background image is a dark, grainy photograph of a street in Paris after a gas explosion. Debris is scattered on the ground, and buildings in the background show signs of damage. The overall tone is somber and urgent.

NATIVE ADS

Non-intrusive reads within videos

This new era of consumer awareness inspires viewers to support the advertisers who support the content they value. Spot reads within videos will draw attention to the companies that make our unique brand of news content possible.

Deadly Gas Explosion
Paris, France
January 2019

LICENSING

Deals with major TV networks and productions

Raw footage provides various production and news companies the ability to create their own content for editorialization or entertainment. Subverse has already appeared on multiple major networks.



- ◆ Network news reports
- ◆ Documentaries
- ◆ Feature films
- ◆ Nurphoto, Getty, Shutterstock
- ◆ Launch wire licensing service

Unite the Right Rally 19
Charlottesville, Virginia
August 2017



EVENTS

Bringing together global influencers

Subverse spans a broad network of academics, intellectuals, influencers, journalists, musicians, and more. Audiences will flock online or in real life (IRL) to hear their favorite personalities interact in various formats.

- ◆ Live-streamed and IRL panels and discussions
- ◆ Podcasts
- ◆ Interactive Q&As
- ◆ Debates

Witches Hex Brett Kavanaugh
Brooklyn, New York
October 2018

TEAM | BOARD OF DIRECTORS



Tim Pool
CEO and Co-founder

[@Timcast](#)

Tim has been an innovator and pioneer in media since 2011 where he was called "The Most innovative Journalist In the Street" By NYU Professor Jay Rosen. Pool was the founding member of VICE News, the fastest growing news organization in history. With Subverse he brings his experience and massive following to a new venture aiming to recreate and expand upon past success



Bill Ottman
CIO

[@Ottman](#)

Bill is an internet entrepreneur and digital rights advocate most recognized as Founder and CEO of Minds (<https://minds.com>), an open-source and decentralized social networking platform with over 1 million users. He has appeared in dozens of publications from the mainstream to the alternative including Joe Rogan Experience, Reuters, Wired, Techcrunch and the Wall Street Journal.



Emily Molli
CCO and Co-founder

[@MomesMolli](#)

Emily is the queen of content, covering a wide range of domestic and international issues on-the-ground. Name a major news outlet and it has featured her footage or photojournalism. She writes articles and scripts, animates motion graphics, and single-handedly produces video reports and mini-documentaries. Emily's expansive global network of journalists and producers provides unparalleled reach and speed in production.

ROADMAP

Q2 2019

Expanding coverage

Building off what works, addressing underserved markets, exploring partnerships with journalists and producers.



Headcount: 3



122,000 Subs

Q4 2019

Building a Platform, Growth & Outreach

Adding contributors, filling channel inventory and demand



Headcount: 8-10



200,000 Subs

2021

Subverse Satellites

Production spaces and venues by collaborative creators in Los Angeles and Chicago produce Subverse content, IRL events, and news articles.



Headcount: 50+



1,000,000 Subs

Q1 2019

Regular Content Launch

Strategizing, scheduling, design, and promotion.
Note: Feb start date



Headcount: 2



Avg view count: 30k
Top video: 266k

Q3 2019

Production Team, Live Events

Hire 2-3 researchers, management, 1-2 in-house producers for higher content output. IRL events promote community engagement and bring in additional revenue.



Headcount: 5-8



150,000 Subs

2020

Profitability and Tour

Established multiple reliable revenue streams and scaling sustainably. Launch tour with the news van around US surrounding 2020 elections



Headcount: 11-20



500,000 Subs

CONTACT



MINDS



investorinfo@subverse.net
subverse, inc.
29 north main street
south norwalk, ct 06854